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FRISCO CONVENTION & VISITORS BUREAU RECOGNIZED FOR DESTINATION MARKETING ORGANIZATION EXCELLENCE

Builds On Reputation As Industry Leader

(Frisco, Texas) January 28, 2014 ~ The [Frisco Convention & Visitors Bureau's](http://www.visitfrisco.com) accreditation renewal from the [Destination Marketing Accreditation Program](http://www.visitfrisco.com) (DMAP) emphasizes their ability as a destination marketing organization (DMO) to communicate to their community, buyers and potential visitors that their DMO has continued to demonstrate a significant measure of excellence in destination management and marketing.

DMAP accreditation standards cover a wide variety of topics including governance, finance, management, human resources, technology, visitor services, group services, sales, communications, membership, brand management, destination development, research/market intelligence, innovation and stakeholder relationships. Frisco CVB Executive Director Marla Roe adds, "We are very pleased and honored to continue to be recognized as providing outstanding services in accordance with international standards and benchmarks set by the destination marketing community."

"By successfully renewing their DMAP accreditation, the Frisco Convention & Visitors Bureau has maintained their commitment to quality programs and services. DMAP accreditation communicates to community stakeholders and potential visitors that the Frisco CVB has attained a measure of excellence assuring that their trust is well placed and their business is in good hands." said Jack Wert, DMAP Board Chair.

DMAP is an international accreditation program developed by the Washington, DC based Destination Marketing Association International (DMAI).

ABOUT THE FRISCO CVB:

Founded in 2003, the Frisco, Texas, Convention & Visitors Bureau has grown in tandem with the extensive growth of leisure travel, sports, and meeting facilities within the city. It's our mission to generate a positive awareness of Frisco as a premiere destination for meetings, sporting events, conventions, trade shows, leisure travel, and to positively impact the economic base of the City of Frisco. Official accreditation recognizing excellence and achievement was awarded in 2009 and 2013 by the industry organization Destination Marketing Association International. For more information, visit our website [visitfrisco.com](http://www.visitfrisco.com) or call 877-GO-FRISCO.

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